

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Cancelled)
2. (Previously Presented) The clip of claim 21 wherein the ends of the first pair of opposing arms are flared outwardly.
3. (Previously Presented) The clip of claim 21 wherein the ends of the second pair of opposing arms are flared outwardly.
4. (Cancelled)
5. (Previously Presented) The clip of claim 21 wherein the first pair of opposing arms and the intermediate section form a generally C-shaped cross section.
6. (Cancelled)
7. (Previously Presented) The clip of claim 21 wherein the clip is comprised of plastic.
8. (Previously Presented) The clip of claim 21 wherein the first pair of opposing arms are spaced apart from each other a first distance and the second pair of opposing arms are spaced apart from each other a second distance with the first distance being greater than the second distance.
9. (Withdrawn) A clip comprising a unitary body having an intermediate section and a first pair of opposing arms with each of the arms having an end portion having a nib, the body having an interior surface and an exterior surface, a second pair of opposing arms formed on the exterior surface of the body, each of the second pair of opposing arms having an end

portion with the second pair of opposing arms being located between one of the first pair of opposing arms and the intermediate section.

10. (Withdrawn) The clip of claim 9 wherein the nibs are adapted to secure the clip to a rectangular shaped rod.

11. (Withdrawn) The clip of claim 9 wherein the ends of the second pair of opposing arms are flared outwardly.

12. (Withdrawn) The clip of claim 9 wherein the end portions of the first pair of opposing arms are spaced apart from each other to form an opening through which a rod may pass.

13. (Withdrawn) The clip of claim 9 wherein the first pair of opposing arms and the intermediate section form a generally C-shaped cross section.

14. (Withdrawn) The clip of claim 9 wherein the ends of the second pair of opposing arms are spaced apart from each other to form an opening through which a panel may be inserted and captured.

15. (Withdrawn) The clip of claim 9 wherein the clip is comprises of a clear plastic.

16. (Currently Amended) A clip for use in conjunction with a merchandise display, [for assembly of a display and panel therefore] the merchandise display including at least one advertising panel associated with it, the display comprising at least three rods arranged to define an opening, the clip comprising a unitary body having an intermediate section and a first pair of opposing arms with each of the arms having an end portion, the body having an interior surface and an exterior surface, the intermediate section and first pair of opposing arms

defining an elongated open mouth channel, the channel receiving at least a portion of the display, the portion of the display received by said channel having a first dimensional size for receipt by said channel, a second pair of opposing arms formed on the exterior surface of the body, each of the second pair of opposing arms having an end portion with the second pair of opposing arms being located offset from one of the first pair of opposing arms, the second pair of opposing arms adapted to receive at least a portion of the panel, the portion of the panel received by said second pair of opposed arms having a second dimensional size for receipt by said second pair of opposed arms, the second dimensional size being smaller than the first dimensional size, the panel being generally positioned within the opening defined by the rods of the display.

17. (Original) The clip of claim 16 wherein the ends of the first pair of opposing arms are flared outwardly.

18. (Original) The clip of claim 16 wherein the first pair of opposing arms are spaced apart from each other a first distance and the second pair of opposing arms are spaced apart from each other a second distance with the first distance being greater than the second distance.

19. (Original) The clip of claim 16 wherein the ends of the second pair of opposing arms are flared outwardly.

20. (Original) The clip of claim 16 wherein second pair of opposing arms are positioned between the intermediate section and one of first pair of opposing arms.

21. (Currently Amended) A clip for the assembly of a merchandise display and panel therefore, the merchandise display including a plurality of members arranged to define at least one opening, the clip comprising:

an elongated intermediate section;

a first pair of opposed arms integrally form with the intermediate section and together defining an elongated open mouth axially extending channel, the intermediate portion and first pair of opposed arms having an external surface and an internal surface, the internal surface delimiting the open mouth channel, the channel being adapted to receive at least a portion of at least one member forming the merchandise display through said first pair of opposed arms, the portion of the merchandise display accepted by said channel having a first dimension sized for acceptance by the channel; and

a second pair of opposed arms formed along the external surface, said second pair of opposed arms being located proximate one of the arms of said first pair of opposed arms, said second pair of opposed arms adapted to receive at least a portion of said display panel, said display panel having a second dimension size for acceptance between said opposed arms, the second dimension size accepted by said opposed arms being smaller than the first dimension size accepted by said channel, the clip positioning the panel along the opening defined by the member plurality.

22. (New) The clip and merchandise display of claim 16 wherein the display comprises a plurality of rods arranged to define at least one opening intended to hold the advertising panel associated with the display, the panel being positioned along the opening.

23. (New) The clip and merchandise display of claim 22 wherein the panel is at least partially positioned within the opening.

24. (New) In a merchandise display formed by a plurality of structural members arranged to attract prospective buyers, the merchandise display including at least one advertising panel associated with it, the display including at least three of the structural members arranged to define an opening, the advertising panel being associated with the opening, the improvement which comprises a clip for use respectively for attaching the panel and for attaching the panel to at least one of the structural members, the clip including a unitary body having an intermediate section and a first pair of opposing arms with each of the arms having an end portion, the body having an interior surface and an exterior surface, the intermediate section and first pair of opposing arms defining an elongated open mouth channel, the channel receiving at least a portion of the display, the portion of the display received by said channel having a first dimensional size for receipt by said channel, a second pair of opposing arms formed on the exterior surface of the body, each of the second pair of opposing arms having an end portion with the second pair of opposing arms being located offset from one of the first pair of opposing arms, the second pair of opposing arms adapted to receive at least a portion of the panel, the portion of the panel received by said second pair of opposed arms having a second dimensional size for receipt by said second pair of opposed arms, the second dimensional size being smaller than the first dimensional size, the panel being generally positioned along the opening defined by the structural members of the display.